



Office of Management Consulting and Training & the Office of Public Affairs

MANAGEMENT SEMINAR FOR GOVERNORS' COMMUNICATIONS STAFF

Reno, Nevada
July 9 - 11, 2003

Preliminary Agenda

Wednesday, July 9

6:00 pm Combined welcoming reception with governors' schedulers

Thursday, July 10

7:30 – 8:00 am Continental breakfast

Communications and Press staff only

8:00 – 8:45 am **SEMINAR OVERVIEW & INTRODUCTIONS**

- Introductions
- Seminar agenda, discussion of participant and leader roles, norms

8:45 – 10:00 **ROLE & STRUCTURE of the COMMUNICATIONS/PRESS SHOP**

- An overview of different office structures
- Fitting the Governor's style
- Working with the chief, other senior staff & agencies

10:00 - 10:15 Break

10:15 – 11:30 **FIRST STEP IN COMMUNICATION PLANNING: The MESSAGE**

- Message development: criteria, polling, focus groups & testing
- Enforcing message discipline

Combined Events with Governors' Schedulers

11:30 - 1:00 pm **WORKING LUNCH**



Thursday, July 10 Continued

Combined Events with Governors' Schedulers

1:00 – 3:00 pm **USING EVENTS TO ANCHOR YOUR COMMUNICATIONS PLANS:**

An Interactive Exercise

- Introduction
- Small group exercise
- Debrief and discuss exercise outcomes

3:30pm Meet in hotel lobby for transport to dinner

5:00 pm Lake Tahoe Dinner Cruise

Friday, July 11

8:00 - 8:30 a.m. Continental breakfast

Communications and Press staff only

8:30 – 9:45 a.m. **DELIVERING UNPOPULAR NEWS**

- How we talk about the fiscal crisis and other difficult topics
- Ideas on how to 'spin' it
- What we have done right (or wrong)

9:45 – 10:00 Break

10:00 – 11:30 **LET'S TALK TECHNICAL**

- All the many ways we deliver the message: radio, TV, Internet, etc.
- The staff we use to do it; inside and outside the governor's office
- How to manage it, even if you're not a techie

11:30 am **Seminar Concludes**

5/8/03